

STANLEY

NEWS

VOL. 30 NO. 2

PUBLISHED BY THE STANLEY WORKS, NEW BRITAIN, CONN.

FEBRUARY, 1960

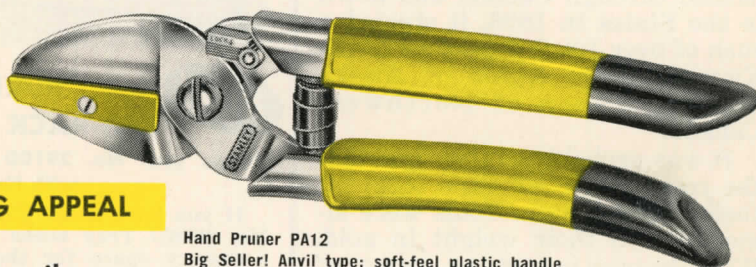
Stock Stanley Lawn and Garden Tools and **GO ALL THE WAY IN '60**

● MATCHED COLOR — MATCHED DESIGN

● A NAME THAT SELLS ON SIGHT

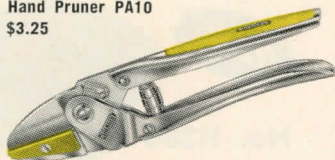
● NEW, SMART PRODUCT AND PACKAGING APPEAL

Ask about the 4 eye-stopping merchandisers now available to stock, show and sell these new color-matched tools — heavily promoted in 1960 in garden and shelter magazines.

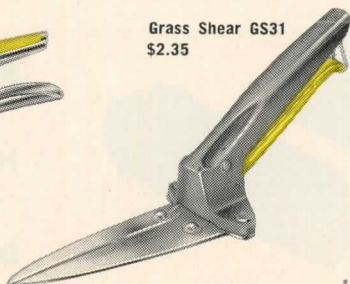


Hand Pruner PA12
Big Seller! Anvil type; soft-feel plastic handle
Only \$2.50

Hand Pruner PA10
\$3.25



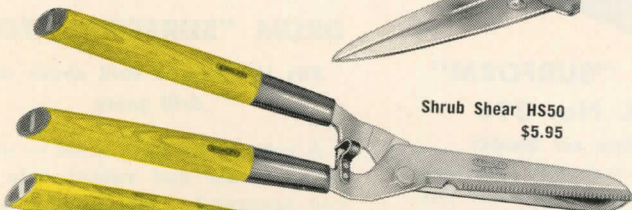
Grass Shear GS31
\$2.35



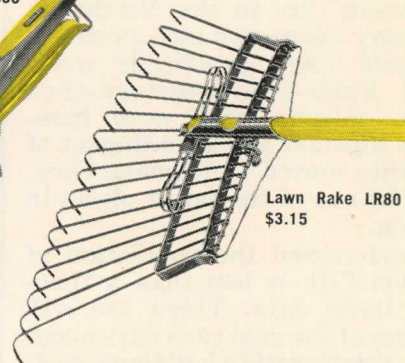
Grass Shear GS30
\$3.25



Shrub Shear HS50
\$5.95



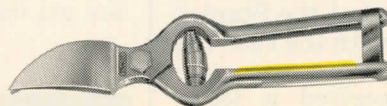
Lawn Rake LR80
\$3.15



Lopping Shear LS40
\$6.50



Hand Pruner PS20
\$3.50



"BUILD-IT-YOURSELF" PROJECTS FOR BETTER OUTDOOR LIVING

A handy book of eight project ideas developed to make gardening easier and to beautify lawn, patio and utility areas. All eight items are easy to make — any handyman with basic woodworking tools can put them together. Model of each project illustrated by photograph. Complete detail and assembly drawings and list of all materials needed make construction easy. Available now — your cost 15¢ each, post paid. You sell to your customers at 25¢ each.

MAIL COUPON NOW →

Stanley Tools
111 Elm Street, New Britain, Connecticut

Send me copies of "Build-it-yourself" Projects for Better Outdoor Living, at 15¢ each. My check or money order for \$..... enclosed.

Firm Name

Street & No.

City Zone State

Signed





TOOL TALKS with CHAS. LOHMEYER

Dawson City, 1897 — Stanley Was There

Gold! No other word can tingle the blood of adventurous men and put the shine of obsession in their eyes like gold. When the "word" flashed through Canada and down to the States in 1896, it started a rush of over 100,000 persons to the Klondike river region of Alaska and the Yukon of Northwest Canada.

It was probably at this time that the retail prices of hand tools hit their all-time high. Tools were almost worth their weight in gold. With the ever increasing stream of largely unprepared gold seekers pouring into the Klondike and Yukon, shelter, boats, sleds, etc. were at a premium. It takes hand tools to build such things, and, of course, Stanley tools were there to do the job!

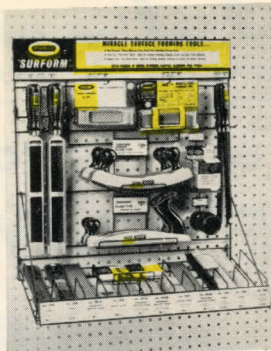
Dawson City in the Northwest Territory burgeoned into a roistering gold town practically overnight. False-front western-type stores, saloons, etc., were hammered together and a contingent of Mounties moved in to make Dawson City one of the safest places in Canada.

I understand the population of Dawson City is less than a thousand these days. There are still vestiges of the gold rush days about — old, deteriorating buildings, rusting mining tools and sled runners, etc. But it may be that the Stanley tools that came in with the rush are still in use.

We recently received a letter from an Ottawa, Ontario man who "discovered" (his quotes) an old Stanley Tool catalogue in Dawson City and requested a new one.

In part he also commented, "Incidentally, because I am interested in woodworking, etc., I noticed that a fair percentage of small tools still being used in Dawson City, many of which probably went in during the gold rush days around the turn of the century, bore the Stanley trademark, a good testimonial of their durability and superior quality."

New Uni-Rack Displays Complete "SURFORM" Tool Line



NEW!

"SURFORM" TOOL UNI-RACK No. 2940D

Replaces Merchandiser No. 2910D

Uni-Rack No. 2940D holds the complete stock of the fast-selling speed-forming tools including the new "Surform" tools, replacement blades and permanent abrasive blades. Designed for hanging on pegboard as a wall unit, it can also be used as a counter display. Wire merchandiser (an \$8.00 value) is furnished free with No. 2940D Uni-Rack.

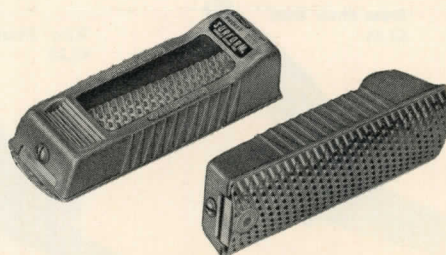
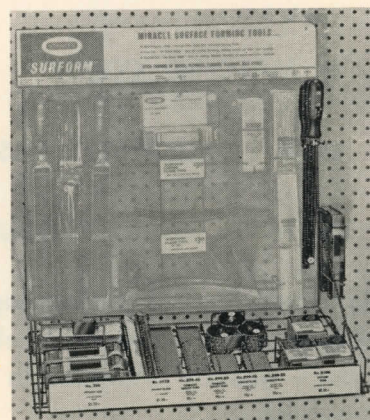
NEW!

"SURFORM" TOOL UNI-RACK TRAY No. 2920D

Brings your No. 2910D Merchandiser Up-to-Date with New Tools

If you have a No. 2910D Merchandiser, the No. 2920D Tray hooks to it — provides the necessary space for the newest additions to complete the line of "Surform" tools and blades. No. 2920D Uni-Rack Tray is furnished free with three each of the new tools, replacement blades and abrasive blades.

Write for catalog page No. T270R for complete listing of tools and prices.



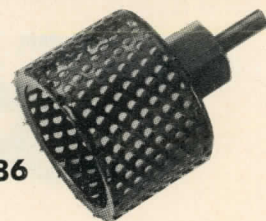
NEW! POCKET "SURFORM" TOOL No. 396

With half round, fine cut blades

A handy labor-saving tool, only 5½" long. Ideal for use on concave and circular surfaces. Individually carded, packed 6 in a box, 2½ lbs. Retail \$1.79 each.

NEW!

No. H386



DRUM "SURFORM" TOOL

Fits ¼" electric drill chuck and drill press

A rotary tool-steel blade — makes contour cuts and rabbet cuts fast and accurately. Individually boxed, weight 4 oz. Retail \$2.29 each.



NEW! "SURFORM" ROUND FILE No. 297

New ⅝" round file perfect for enlarging holes, filing, forming decorative shapes and round edges. Fastest and easiest of all cutting and forming tools for wood, plastics, laminated counter tops, aluminum, copper, etc. Individually carded, packed 6 in a box, 2½ lbs. Retail \$2.39 each.



NEW!

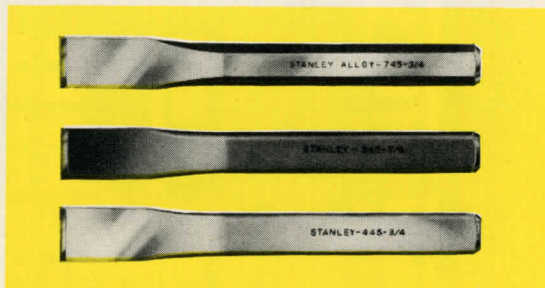
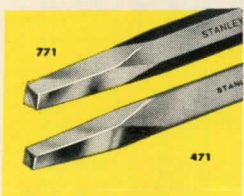
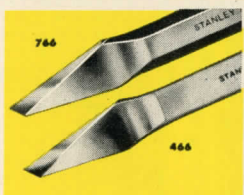
PERMANENT ABRASIVE SANDING BLADES FOR "SURFORM" TOOLS

Sands faster and lasts longer than sandpaper. Available in 2 grits. Sizes for "Surform" File and Plane, 89¢. For "Surform" Pocket Tool, 75¢. Blades individually carded, 5 in a box.



Review of NEW TOOLS—NEW PACKAGES NEW MERCHANDISERS!

A COMPLETELY NEW, RE-DESIGNED LINE COLD CHISELS AND PUNCHES FOR EVERY MARKET



Top quality — fine attractive finishes. Three complete lines to further round out this long famous Stanley line.

- Every item is in open stock — ready for fast delivery.
- Entire line is aggressively promoted — supported by Stanley Advertising, Merchandising Aids, New Uni-Rack Displays.

Order from your wholesaler. For complete dimensions and prices, send for catalog page No. T300.

NEW! STEELMASTER Camp Axe No. SC1 1/4 with sheath



All-steel — extra tough and safer with non-slip grip. Only **\$7.70**.

NEW! STANLEY HANDYMAN Ripping Chisel No. H616

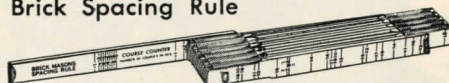


Full 3/4" hexagon stock
Drop forged from hi-carbon hexagon tool steel and accurately heat-treated the entire length. Extra wide chisel bit. 18" long. Priced to sell at **\$1.98**.

2 NEW Big Heavy-Duty 6 Ft. FOLDING RULES

30% thicker sticks mean longer rule life

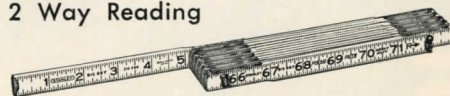
BIG-M MASON'S Brick Spacing Rule



with Exclusive New Course Counter

Red numerals tell at a glance the number of brick courses for each of ten different brick spacing scales — assure accurate spacing of courses and uniform thickness of mortar. Vertical figures with double-edge graduations. **Only \$2.50**

BIG 66F 2 Way Reading



Read Left to Right — Read Right to Left

Numbering begins on inside face — double edge graduations always lie close to work — no end-over-end turning. **Only \$2.00**



HANG 'EM AND SELL 'EM!

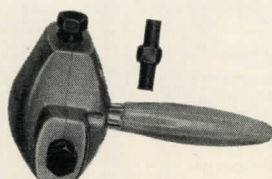
Big M and Big 66F and all Stanley green-end rules are now packed in smart, colorful, eye catching hang-up sleeves.

AD59 Sales-Maker For Stanley Power Tool Attachments

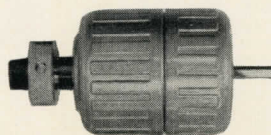
38 different attachments — all proven, fast-turnover items — all on one compact merchandiser for effective selling and easy buying.



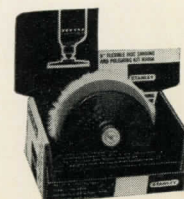
AD59 shows, sells and makes stock control easy. 36" wide, 22" high, 11" deep.



H351 Reversible Right Angle Drive — Reduces or doubles speed of 1/4" power drill to drill, sand, polish. Complete, **\$4.95**.

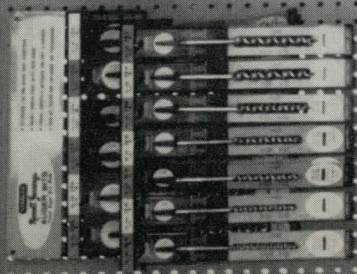


H352 High Torque Drive — Hand clutch controls power for fast, safe, easy operation. With 2 screw driver bits, 1/4" sq. socket shank. Complete, **\$14.95**.

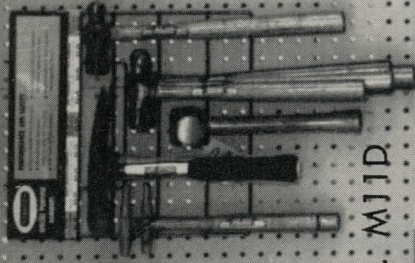


H346K 5" Flexible Disc Kit — Flexible rubber sanding disc packed with 5 assorted grits and one lamb's wool bonnet. Complete, **\$1.95**.

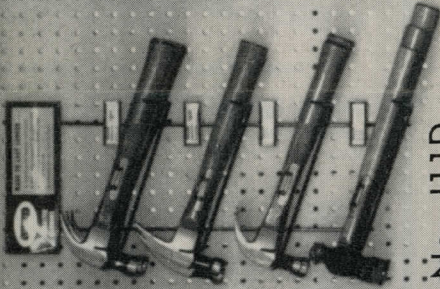
STANLEY TOOL CENTER



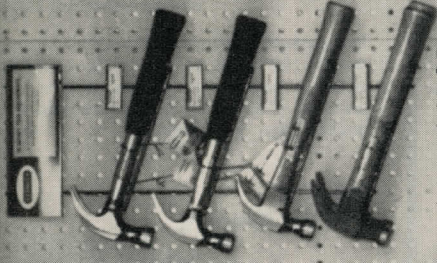
No. 100D



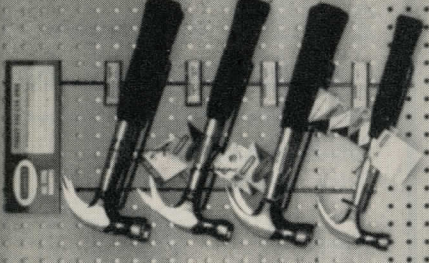
No. M11D



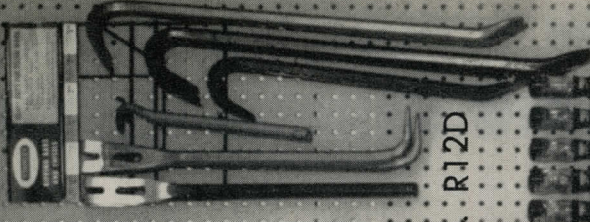
No. J11D



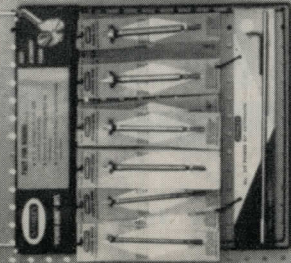
No. N10D



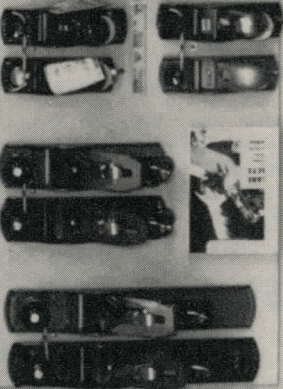
No. ST9D



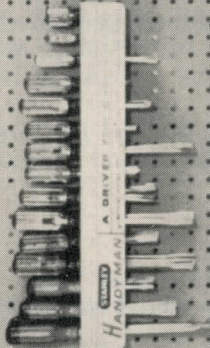
No. R12D



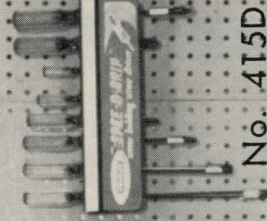
No. 105D



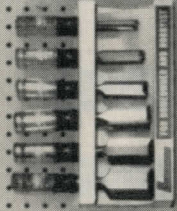
No. 8A



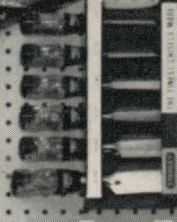
No. H3000



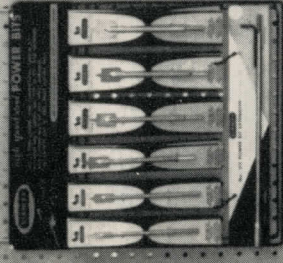
No. 415D



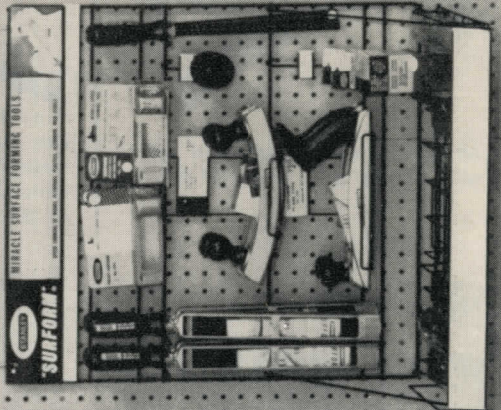
No. H1252D



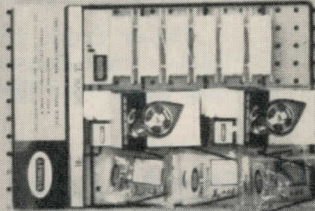
No. 60D



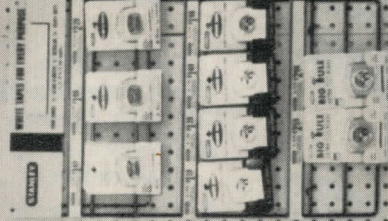
No. 215D



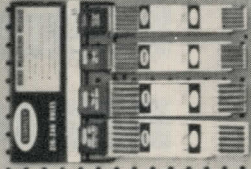
No. 2940D



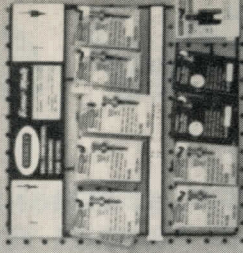
No. 1050M



No. PH58



No. 12D



No. 1520D

✓CHECK STANLEY

PROFITool[®] UNI-RACKS FOR IMPULSE SALES

No. 100D

Russell Jennings Auger Bits
Contains — 13 sizes No. 100 Bits Carded
Your Cost, **\$30.42**, Retail Value, **\$45.65**

No. M11D

Special Purpose Hammers
Contains — 11 Special Purpose Hammers
Your Cost, **\$24.93**, Retail Value, **\$37.28**

No. J11D

"Jobmaster" Hammers
Contains — 11 Claw and Ball Pein
Hammers
Your Cost, **\$24.67**, Retail Value, **\$37.00**

No. N10D

Nail Hammers
Contains — 2 each 5 grades of 16 oz.
Hammers
Your Cost, **\$23.80**, Retail Value, **\$35.66**

No. ST9D

All Steel Hammers
Contains — "Steelmaster" and
"Nailmaster" Hammers
Your Cost, **\$29.67**, Retail Value, **\$44.50**

No. R12D

Ripping Bars and Chisels
Contains — 2 each 18" and 24" sizes,
bars, chisels, and nail claws
Your Cost, **\$17.94**, Retail Value, **\$26.90**

No. 105D

"Power-Bore" Bits
Contains — 4 each of 6 sizes and 1
No. 212 Power Bit Extension
Your Cost, **\$16.72**, Retail Value, **\$25.18**

No. 8A

Planes
Contains — 1 each of 8 Stanley and
Handyman Planes
Your Cost, **\$34.85**, Retail Value, **\$52.30**

No. H3000

Stanley-Handyman Screw Drivers
Contains — 6 each 15 sizes, 9 grades
of Drivers
Your Cost, **\$34.08**, Retail Value, **\$51.12**

No. 415D

"Speed-Grip" Screw Drivers
Contains — 3 each 8 sizes, Screw
Holding Drivers
Your Cost, **\$12.80**, Retail Value, **\$19.20**

No. H1252D

Stanley-Handyman Chisels
Contains — 3 each of 6 sizes
No. H1252 Chisels
Your Cost, **\$23.50**, Retail Value, **\$35.00**

No. 60D

Stanley Chisels
Contains — 2 each of 6 sizes No. 60 Chisels
Your Cost, **\$24.98**, Retail Value, **\$37.50**

No. 215D

Hi-Speed Power Bits
Contains — 3 each of 6 sizes No. 215 Bits
and 1 No. 212 Power Bit Extension
Your Cost, **\$16.20**, Retail Value, **\$24.30**

No. 2940D

"Surform" Tools
Contains — complete stock tools and blades
Your Cost, **\$44.60**, Retail Value, **\$66.65**

No. 1050M

"Chalk-O-Matic" Chalk Line Reel
Contains — 2 sizes Chalk Line Reels, Chalk,
Replacement Line
Your Cost, **\$21.87**, Retail Value, **\$32.80**

No. PH58

"Pull-Push" Rules
Contains — selection of 9 "Pull-Push" Rules
Your Cost, **\$27.07**, Retail Value, **\$40.60**

No. 12D

"Zig-Zag" Rules
Contains — 3 each, 4 Grades Folding Rules
Your Cost, **\$15.00**, Retail Value, **\$22.50**

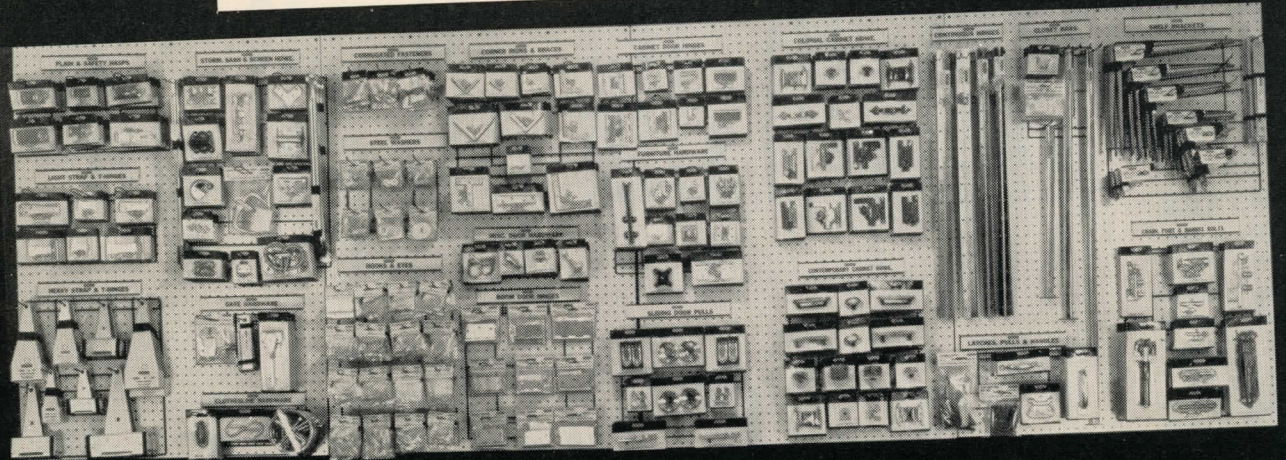
No. 1520D

"Screw-Mate" Tools
Contains — assortment Countersinks,
Counterbores and Plug Cutters
Your Cost, **\$20.32**, Retail Value, **\$30.50**

**EVERY UNI-RACK PROVIDES A PRE-SELECTED, BALANCED ASSORTMENT OF FAST
TURNOVER ITEMS DESIGNED FOR SELF-SERVICE, MAXIMUM SALES AND PROFITS**

New! STANLEY HARDWARE CENTER

STANLEY HARDWARE CENTER



174 FAST SELLING BASIC* ITEMS IN 22 PRODUCT GROUPS
All Visibly Packed — A Complete Home Hardware Department

**Conforms with NRHA Turnover Handbook*

- **WIRE DISPLAY RACKS PROMOTE SELF-SERVICE BUYING!**
 Organize products into related groups. Hang on your own pegboard or any plain surface.
- **GROUP HEADER SIGNS FOR QUICK IDENTIFICATION!**
 Easy for customer or clerk to locate items.
- **INVENTORY CONTROL CARDS!**
 Here's a new concept of visual stock control that WORKS . . . like magic!

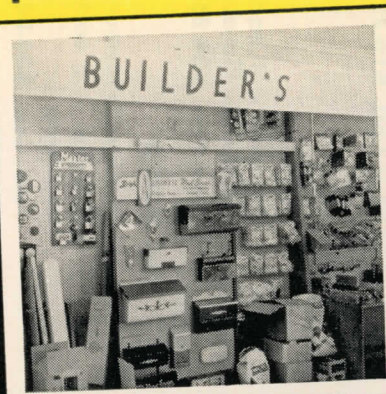
TESTED ... PROVEN ... ACCLAIMED ...
IN MANY STORES — LARGE AND SMALL
RETAILERS SAY IT STOPS! SERVES! SELLS!

"If you want to move this type of merchandise, you've got to get it up where people can see it, and the STANLEY HARDWARE CENTER does an excellent job!"

J. R. Gibson, Owner,
 Wylie Bros. Hardware,
 Pittsburgh, Pa.

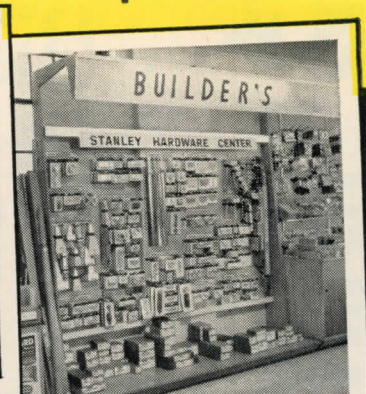
"... gives us a much broader selection of items ... gets them up in a good looking display ... helps sales! We've sold more closet rods in the past 3 weeks than we did in the 3 months before!"

Ralph Dobbins, Mgr.,
 Patillo Lumber,
 Atlanta, Ga.



BEFORE!

Here's dramatic proof that the STANLEY HARDWARE CENTER can turn ordinary display space into a powerful selling area. Carefully selected items, exciting packaging and organized mass display add up to **SELLING IMPACT!**



AFTER!

Nationally Advertised

in Post, Life, Popular Mechanics, Popular Science, House Beautiful and Sunset.



STANLEY HARDWARE, Division of The Stanley Works,
 Dept. SN, 41 Lake Street, New Britain, Connecticut

for Faster Turnover -- BIGGER PROFITS!

through

- **BASIC STOCK SELECTION**
- **EXCITING PACKAGING**
- **ORGANIZED MASS DISPLAY**
- **VISUAL INVENTORY CONTROL**
- **USABLE SALES AIDS**

Check these Features...

- \$potlights Your Store as "Hardware Headquarters"!
- \$tars The Most Popular, Best-Selling Items!
- \$implifies Stocking, Pricing, Inventorying, Re-ordering!
- \$parks Self-Service Buying!
- \$ells with the Support of National Advertising!
- \$atisfies Customers with Brand-Name **QUALITY!**

It Takes Only Half OF THE 22 GROUPS (JUST 11)
TO START A MERCHANDISABLE HARDWARE CENTER

ORDER 11 OR MORE GROUPS AND YOU GET A **FREE** Pre-Tested Promotion Kit with ALL THE ELEMENTS SHOWN BELOW!



DEPARTMENT HEADER SIGN
"STANLEY HARDWARE CENTER"

MERCHANDISING MANUAL
Complete details on installation and operation . . . how to use sales tools provided

. . . how other retailers are boosting sales and profits.

12" X 24" PHOTO . . . GUIDE TO INSTALLATION

WINDOW STREAMER
Increases store traffic!

NEWSPAPER AD MAT**
to announce your new department.

ANNOUNCEMENT FLYERS**

in quantity, to tell your customers and prospects.

PUBLICITY RELEASE
to spread the word to one and all through local newspapers.

PRICING STAMP SET**
Simplifies price marking.

** Available upon request.

ASK YOUR WHOLESALE SALESMAN ABOUT THIS PLAN — HE HAS THE "KNOW-HOW" TO MAKE IT PAY OFF FOR YOU!

STANLEY

REG. U. S. PAT. OFF.

AMERICA BUILDS BETTER AND LIVES BETTER WITH STANLEY
This famous trademark distinguishes over 20,000 quality products of The Stanley Works, New Britain, Conn.—hand tools • electric tools • builders hardware • industrial hardware • drapery hardware • automatic door controls • aluminum windows • stampings • springs • coatings • strip steel • steel strapping—made in 24 plants in the United States, Canada, England and Germany.

CANADIAN OFFICES: MONTREAL, P. Q. AND HAMILTON, ONT.



GOLD KEY VALUE

THREE PROFIT-MAKING FAVORITES—Specially Priced
 “Studio Deluxe” Adjustable **TRAVERSE RODS**



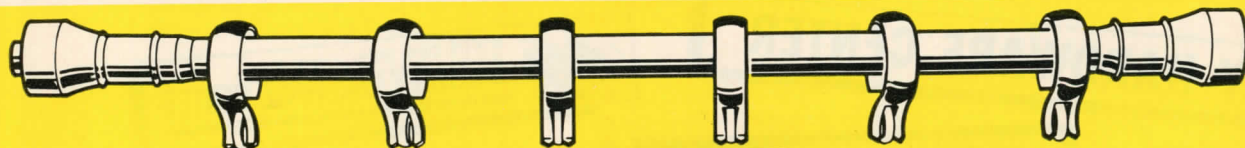
Regularly \$2.67
NOW only \$1.99

Rod No.	Size	DEALER COSTS		RETAIL PRICES	
		Regular	Hdwe. Wk.	Regular	Hdwe. Wk.
10-6171	28" to 48"	\$1.60	\$1.35	\$2.67	\$1.99
10-6172	48" to 86"	2.50	2.20	4.27	3.49
10-6173	66" to 120"	3.50	3.15	5.97	4.99

SPECIAL COMBINATION PACKAGE

Traverse Rod with EXTRA Valance Track combination packaged in colorful, re-shippable tube.

“Cape Cod” Deluxe **CAFE SETS**



Cafe Ring Clips—**FREE**

Rod No.	Size	DEALER COSTS		RETAIL PRICES	
		Regular	Hdwe. Wk.	Regular	Hdwe. Wk.
16-4191	28" to 48"	\$1.08	\$0.98	\$1.88	\$1.49
16-4192	48" to 86"	1.86	1.65	3.27	2.49

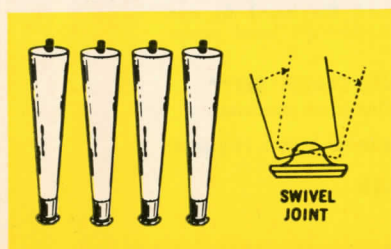
Regularly \$1.88
NOW only \$1.49

SPECIAL COMBINATION PACKAGE

12 rings free with 16-4191; 24 rings free with 16-4192. In colorful re-shippable tube.

WOOD LEG SETS

for the Do-It-Yourselfer



LEGS HAVE NEW SELF-LEVELING BASE.

Set consists of 4 wood legs natural finish, 4 self-leveling bases and 4 mounting plates.

Regularly
\$2.98

NOW only \$2.49

STANLEY-JUDD

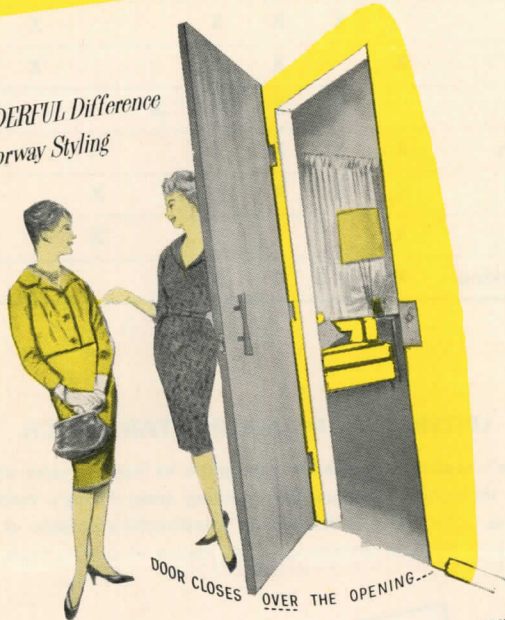
DIVISION OF THE STANLEY WORKS • WALLINGFORD, CONN.

Item No.	Size	DEALER COSTS		RETAIL PRICES	
		Regular	Hdwe. Wk.	Regular	Hdwe. Wk.
2042	6"	\$1.79	\$1.65	\$2.98	\$2.49
2044	12"	2.39	2.20	3.98	3.49
2048	28"	4.19	3.95	6.98	5.98

GENUINE, outstanding values! Order NOW...
 and be prepared to take advantage of the fine profit on these attractively priced irha Hardware Week specials.
 Hard-hitting store displays will be sent you free before Hardware Week, April 28 through May 7.

We Are Telling Your Customers!

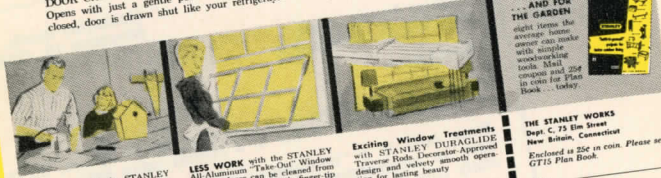
What a WONDERFUL Difference
in Doorway Styling



SURFASET Door Hardware MAKES THE DIFFERENCE!
Beauty with utility. Modern and clean in appearance.
DOOR CANNOT STICK OR RATTLE... EVER!
Opens with just a gentle push or pull. When almost
closed, door is drawn shut like your refrigerator door.

This smart new look for your home was made possible by
the development of SURFASET Surface Mounted Door
Hardware, created by STANLEY especially for use with
this exciting advancement in doorway styling.

*T. M.



MORE FUN with the STANLEY
Heavy Duty On-Side Sander in your
home workshop. Perfect for fine
finishing or refinishing work on
wood, metal or plastic.

LESS WORK with the STANLEY
All-Aluminum "Take-Out" Window
Both surfaces can be cleaned from
inside the house. Smooth, finger-tip
operation also possible.

Exciting Window Treatments
with STANLEY DURAGLIDE
Traverse Rods. Decorative Approved
designs and velvety smooth opera-
tion for lasting beauty.

THE STANLEY WORKS
Dept. C, 75 Elm Street
New Britain, Connecticut
Enclosed is 25¢ in coin. Please send
GT15 Plan Book.

Name _____
Address _____
City _____
State _____
Zone _____

STANLEY

AMERICA BUILDS BETTER AND LIVES BETTER WITH STANLEY
This famous trademark distinguishes over 20,000 quality products of The Stanley Works, New
Britain, Conn.—hand tools • silver tools • building hardware • industrial hardware • shopery hand
tools • automatic door closers • aluminum windows • shutters • springs • saws • strips
1949 • 1950 shipping made in 24 plants in the United States, Canada, England and Germany
CANADIAN OFFICES: MONTREAL, P. Q. and HAMILTON, ONT.

BUTTING IN



by
**JACK
BATES**

Manager,
Builders
Hardware
Sales

On a recent trip to the Mid-west one of the people I met was a building contractor. But more than that, and it's probably the reason I remember him so well, he was a Stanley booster. He had been a carpenter, builder, contractor for 25 years, he said, and one line of building products he could always rely upon was STANLEY hardware. In fact, he suggested we use the slogan, "The Builders' Friend."

This is the sweet and toothsome side of this business. Such unsolicited comments make one feel that he is not only selling a fine product but also a service. And a quality service at that.

During the past year we at Stanley Hardware have introduced several new items for the building trade. Such fast-moving products as the new bi-fold door hardware that so simplifies the hanging, adjusting and removing of this type of door. The pivot reinforced hinge — two hinges in one for doors on exteriors of building — combines a pivot and a butt hinge in one compact, strong, interlocked unit.

But the one new item that we believe will make the greatest impression on the building trade for many years to come is SURFASET (TM) hardware for surface mounting interior residential doors.

First of all it is a *completely new concept* of door hardware that is practical, handsome and economical. Builders have given various estimates of cost savings by using SURFASET hardware, ranging from \$3.50 to \$15.00 per opening. And that can mean a whale of a lot of cabbage for a tract builder regardless of what figure one takes.

SURFASET hardware permits a straight push-pull door action. Doors mounted on this new hardware swing 100% clear of their openings and fit snugly when closed... no rattling or loose play is ever evident.

Of course, one of the main reasons contractors like SURFASET hardware is that it eliminates the need for wood jambs and finish trim. All this at no sacrifice to room decor; in fact, doors are more easily integrated with room design.

The Story of "SURFASET" Surface Mounted Door Hardware in HOUSE BEAUTIFUL and SUNSET

This Will Help You Sell This Exciting
STANLEY Product!

CONCENTRATE ON THE LEADER! GO "ALL THE WAY" WITH STANLEY ELECTRIC TOOLS

The best tools there are in quality, design, performance and sales results! Tools your customers will be proud to own — loathe to loan!

ADVERTISING TO HELP YOU SELL!

Almost every month of the year a major ad from your Number One supporting advertiser — STANLEY — voted tops by a wide margin for the **second year in a row** as the **one** company doing the best job of national advertising most helpful to hardware dealers! A powerful reason why you should concentrate on the leader; go "all the way" with Stanley Electric Tools and tie-in your selling programs with the Stanley Electric Tools advertising calendar.

	Feb.	Mar.	Apr.	May	June	Aug.	Sept.	Oct.	Nov.	Dec.
The Saturday Evening Post				X			X	X		X
Life			X					X		
Popular Science		X	X	X			X	X		X
Popular Mechanics	X		X	X			X	X		X
American Builder		X	X	X	X			X	X	
Building Supply News	X	X	X	X		X		X		
Hardware Age	X	X	X	X		X		X		
Hardware Retailer	X					X		X		
Hitchcock's Woodworking	X	X	X	X			X	X		

"BETTER YOUR HOME ON YOUR OWN" WINDOW DISPLAY — WHITNEY'S, SAN DIEGO, CALIFORNIA



EVERY ONE'S A WINNER!

The result of Stanley Electric Tools' 1959 Fall-Christmas Product Specials and Window Promotion and its impact on increased sales and profits for dealers has been enthusiastically reported from coast to coast by hardware dealers who took advantage of these specials and installed Stanley's BETTER YOUR HOME ON YOUR OWN window display. The Stanley Fall Window Program — never attempted by any other manufacturer in the hardware field — was a whopping success!

But — this promotion was just the forerunner of this year's new record-making program! During 1960 Stanley Electric Tools is going "all the way" with 21 New Products — 3 Major Promotions — and the biggest supporting advertising campaign ever! Going "all the way" with Stanley will mean faster turnover and greater profits for you in 1960. It will mean that every one can be a winner!

RED LETTER DAY IN MANHATTAN BEACH, CALIFORNIA

Don't neglect the ladies in your plans to increase sales of Stanley Electric Tools throughout your particular selling area. Today's modern woman has become quite adept in fabricating woodworking projects of her own and is known to be most discerning in her choice of quality tools. For instance:

Manhattan Beach, California
November 16, 1959

Stanley Electric Tools
New Britain, Connecticut

Gentlemen:

October 31 stands out as a red letter day in my life. On that date I became the proud owner of a Stanley sabre saw.

Since ours is a "do-it-yourself" household, we always seem to have an accumulation of scrap wood lying about. This was especially true in our current project, remodeling a rental unit.

I felt that the work would progress much faster if I were able to help by sawing the scraps into fireplace lengths which could then be burned each evening.

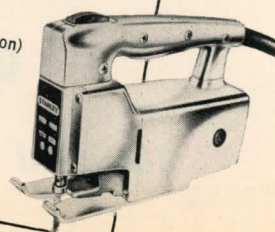
My husband suggested that I try using his _____ sabre saw. I did so and was pleased but felt that it had certain drawbacks. The lack of a handle made it necessary for me to grasp it with both hands. Also, the switch was in what seemed to me to be an inconvenient position.

About that time our November issue of SUNSET magazine arrived, and it appeared that the sabre saw pictured on page 114 would be more to my liking. And that led to our purchase of a Stanley.

There are any number of little chores I can now take care of without having to trouble my husband. I believe my Stanley sabre saw is going to be just as important to me as my sewing machine!

Sincerely,
Pan Erickson
(Mrs. Ray E. Erickson)

P. S. My husband shares my enthusiasm. He expects to use my Stanley on jobs his model will not handle!



Thank you, Mrs. Erickson.

NEW FLOOR DISPLAY RACKS UP SALES!

CREATE A MODERN ELECTRIC TOOL DEPARTMENT WITH THESE

Versatile FLOOR DISPLAYS

A colorful, sturdily built display unit with **VERSATILITY** the keynote. Scratch-resistant Plexitone finish with distinctive yellow and black header . . . White pegboard back panel, *finished both sides* . . . hooks included. Deep shelves tilt *backward*, tools *won't fall off* . . . metal "snap-in" price slots full length of shelves . . . Open ends allow full visibility . . . *fits most existing store fixtures* . . . quick, easy assembly . . . needs floor space, only 2' x 2' — 56" high.

TWIN BED STYLE

Use against a wall, or as a divider. They provide ample space for complete display of tools and accessories. Floor area required (2 units) 4' x 2'.



BACK TO BACK!

Use as a single island.
Catch traffic from
all directions . . .
open four sides.

ALL DISPLAYS
SHIPPED PREPAID

HERE'S HOW TO GET YOUR No. 86 FLOOR DISPLAYS

No. 86 includes one complete floor display unit (floor space 2' x 2'). Dealer cost \$15 net with order for \$300 net value.

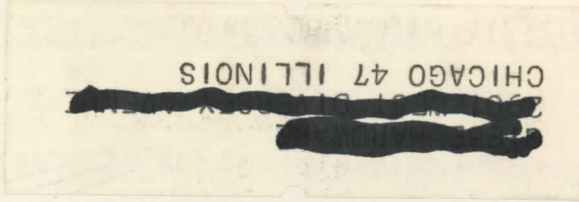
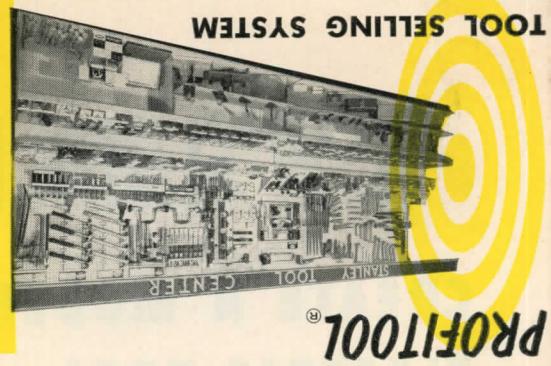
For the TWINS order 2 — No. 86 Displays (floor space 4' x 2'). Dealer cost \$30 net for the 2 with order for \$600 net value.

No. 86 Floor Display complete. Dealer cost \$30 net when ordered separately.

THE FIRST OF STANLEY ELECTRIC TOOLS CONTINUING DISPLAY PROGRAM

DO IT NOW
You can double your tool sales with Stanley "PROFITTOOL." For details, send a post card saying "PROFITTOOL", to Stanley Tools, New Britain, Connecticut.
customers. It simplifies stock control for us."
sales are twice what they formerly were. PROFITTOOL makes buying easier for our
James R. Davie, Sales Manager of Lincoln Avenue Lumber & Mill Company,
Pasadena, California, says, "Since using the Stanley PROFITTOOL System, our tool
more than 3,000 stores throughout the country.
A tested and proven merchandising system, "PROFITTOOL" is already at work in

THE TOOL SELLING SYSTEM Guaranteed to Increase Your Tool Sales



Bulk Rate
U. S. POSTAGE
PAID
Permit No. 234
Philadelphia, Pa.

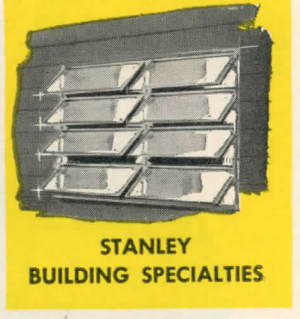
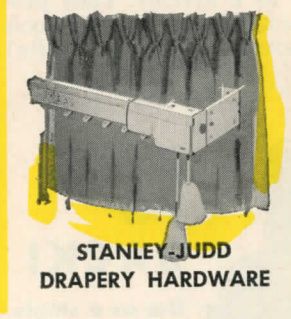
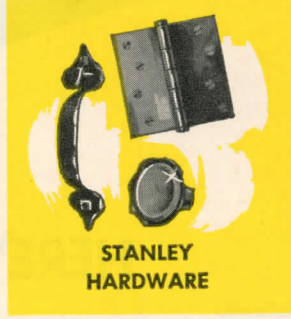
Return Postage Guaranteed
THE STANLEY WORKS
NEW BRITAIN, CONN.

- CHECK STANLEY PROFITTOOL
UNI-RACKS! pp. 4-5
- NEW! STANLEY HARDWARE
CENTER. pp. 6-7
- NEW ELECTRIC TOOL FLOOR
DISPLAY RACKS. p. 11

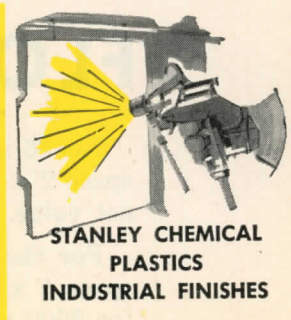
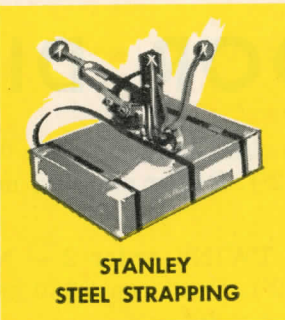
of Modern Merchandising

STANLEY NEWS

STANLEY is a name known where people buy



STANLEY is a name known where people work



AMERICA BUILDS BETTER AND LIVES BETTER WITH STANLEY

STANLEY

This famous trademark distinguishes over 20,000 quality products of The Stanley Works—hand and electric tools • builders and industrial hardware • drapery hardware • door controls • aluminum windows • stampings • springs • coatings • strip steel • steel strapping—made in 24 plants in the United States, Canada, England and Germany.